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QUALITY OF LIFE HIGH IN GRANITE STATE BUT MORE THAN HALF OF YOUNG PEOPLE CONSIDERING LEAVING

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DURHAM, NH – Nine in ten describe New Hampshire as an excellent or good place to live overall and nearly all New Hampshire residents feel safe in their neighborhood. Most highly rate their local environment, recreational opportunities, and health care facilities. However, nearly half of Granite Staters and an even greater number of young people say there are few local affordable housing options and say the state is not affordable overall. A quarter of state residents say they are likely to leave New Hampshire in the next five years, including more than half under the age of thirty-five, with many citing a different climate and cheaper living as reasons for leaving.

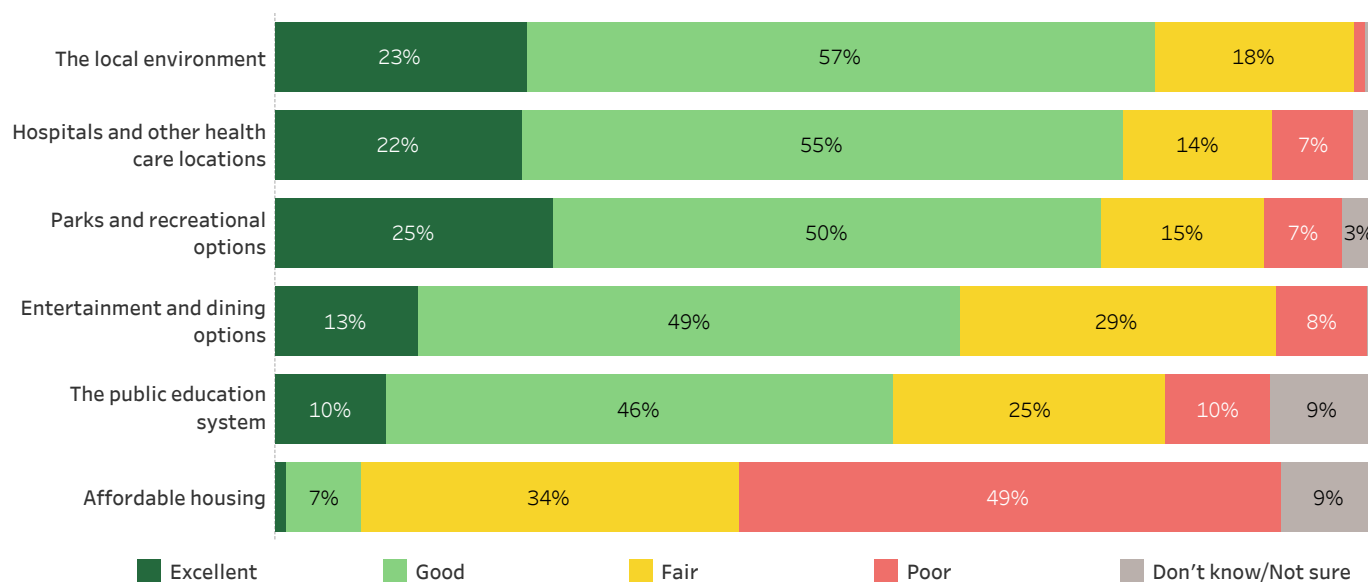
These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. One thousand seven hundred and ninety-four (1,794) Granite State Panel members completed the survey online between July 15 and July 19, 2021. The margin of sampling error for the survey is +/- 2.3 percent. Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and 2020 election results in NH. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire and surveys are sent periodically to panel members.

Quality of Life in Local Area

Four in five (80%) New Hampshire residents describe their local environment as excellent (23%) or good (57%), while three-quarters or more describe the hospitals and other health care locations (77%) and the parks and recreational options (75%) in their local area as excellent or good. Sixty-two percent describe the entertainment and dining options in their area as excellent or good while 56% describe the public education system as excellent or good. However, only 8% of Granite Staters say that affordable housing options in their local area are excellent or good, and 49% describe the affordable housing options in their area as poor.

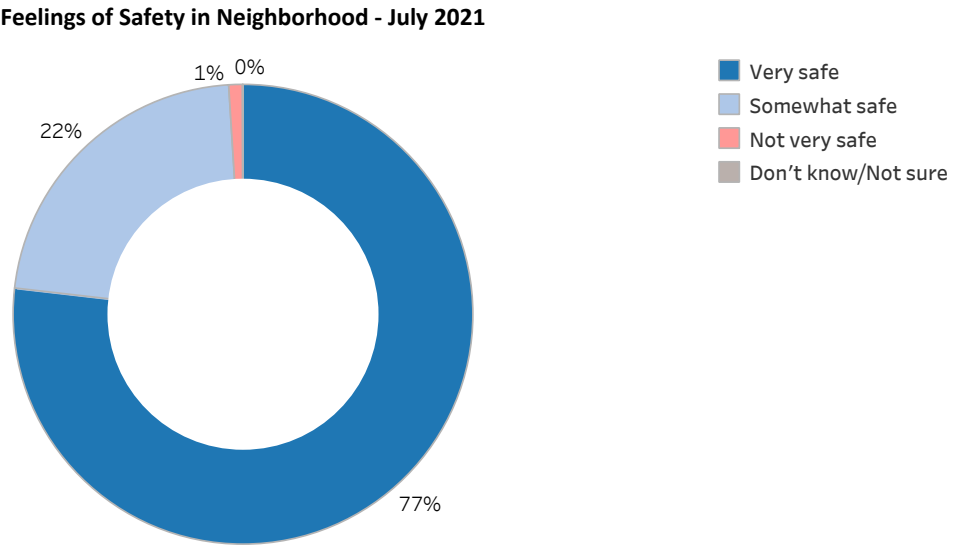
Connecticut Valley residents are particularly likely to rate their local environment, health care facilities, and recreation options highly. Seacoast residents are more likely than others to rate their dining and entertainment highly while Massachusetts Border residents are most likely to rate their public education system highly.

Quality in Local Area - July 2021



* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

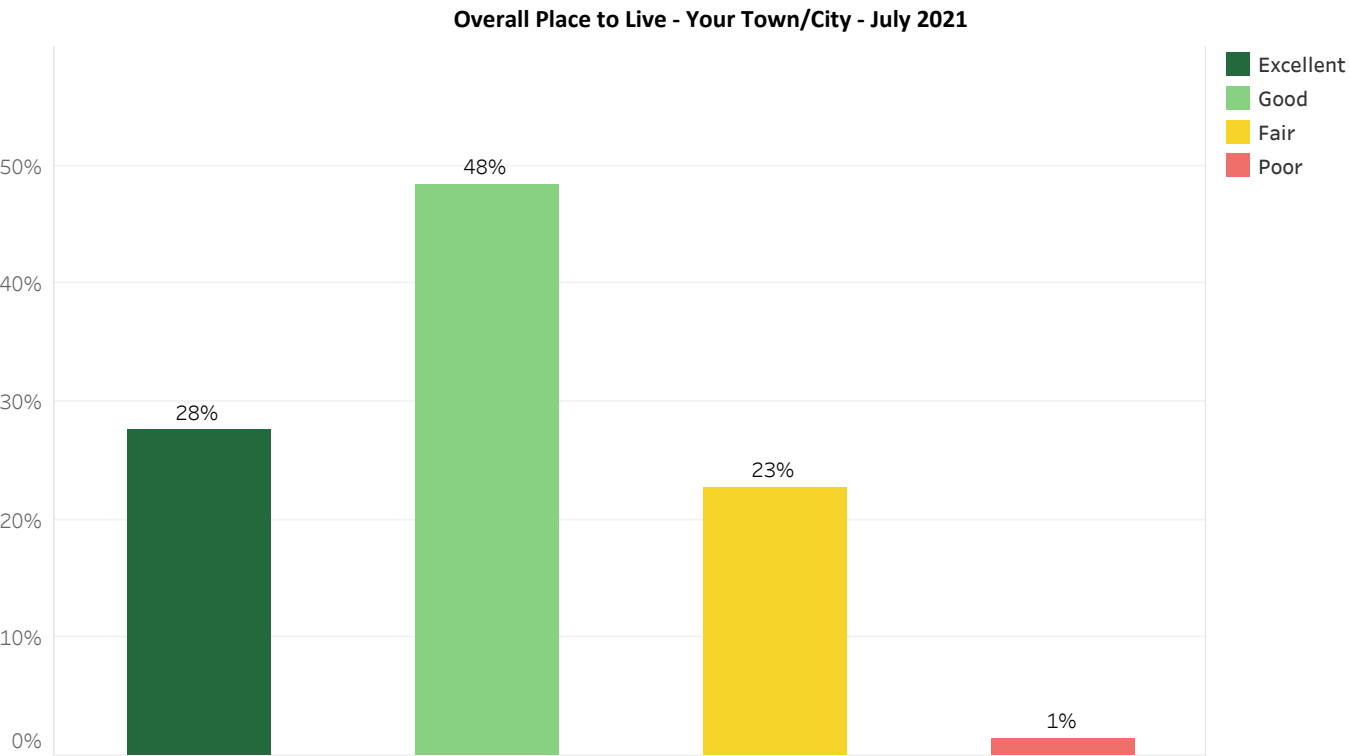
More than three-quarters (77%) of New Hampshire residents say they feel very safe in their neighborhood, 22% feel somewhat safe, 1% feel not very safe, and less than 1% are unsure. North Country and Massachusetts Border residents are most likely to say they feel very safe while Connecticut Valley and Manchester Area residents are least likely to say so.



Overall, 28% of Granite Staters describe their city or town as an excellent place to live, while 48% describe it as a good place to live. Just under a quarter (23%) describe their city or town as a fair place to live, while 1% describe it as poor.

Republicans (83%) and Independents (79%) are more likely than Democrats (68%) to say their city or town is an excellent or good place to live, and those with a household income of \$150,000 or more (92%) are more likely to say this than those with an income between \$75,000 and \$99,999 (63%) or between \$100,000 and \$149,999 (61%). By region, Connecticut Valley (92%) residents are most likely to describe their city or town as an excellent or good place to live overall, while those in the Central/Lakes Region (70%) and the Manchester Area (70%) are least likely to say so.

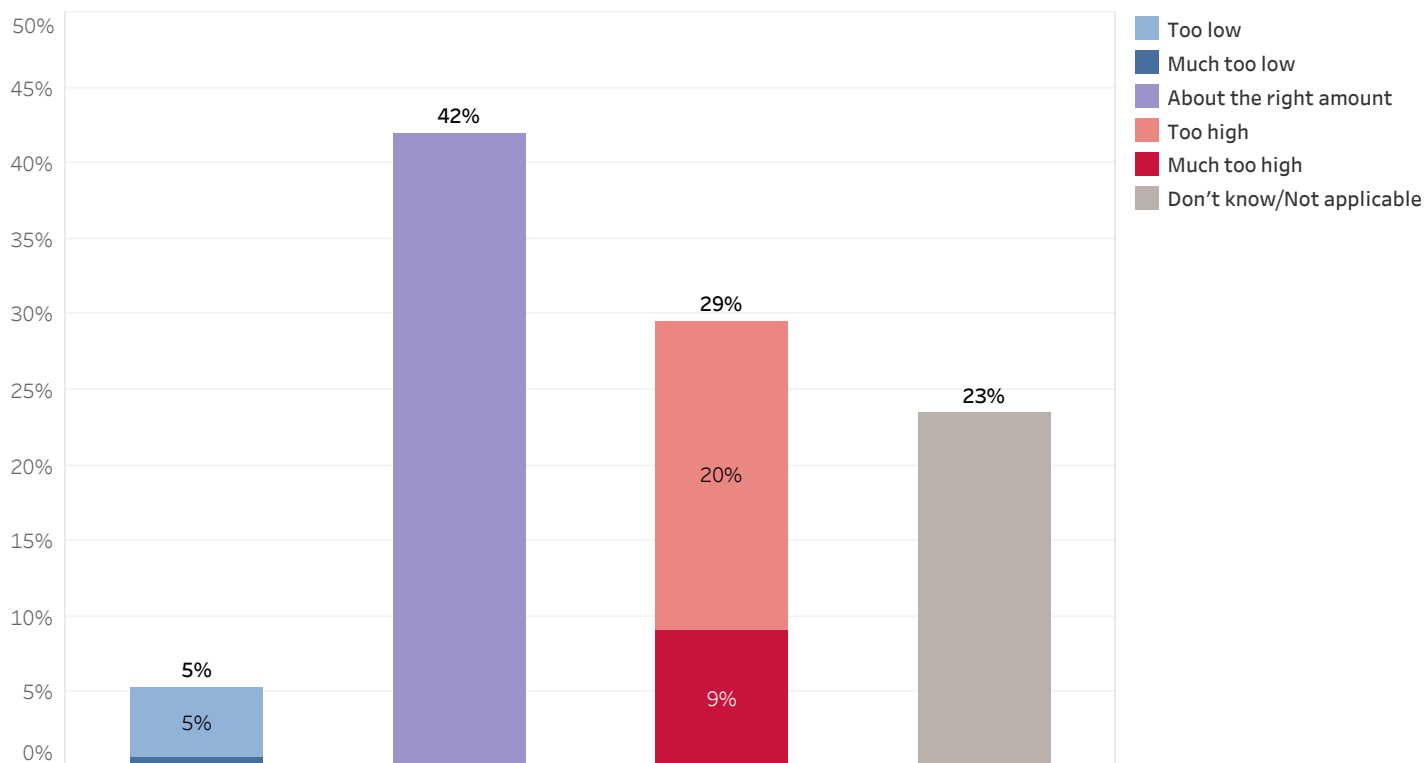
There are significant differences between residents of different ages: 92% of Granite Staters aged 65 and older describe their city or town as an excellent or good place to live, but only 51% of those aged 18 to 34 describe their city or town as an excellent or good place to live.



Only 5% of Granite Staters believe that the overall state taxes they pay are too low (5%) or much too low (1%), 29% say the amount of state taxes they pay is too high (20%) or much too high (9%). A plurality (42%) of state residents think they pay about the right amount in state taxes while 23% don't know or say the question is not applicable.

Self-described moderates, North Country and Central/Lakes Region residents, and those with a household income between \$75,000 and \$99,999 are more likely than others to think their state taxes are too high or much too high.

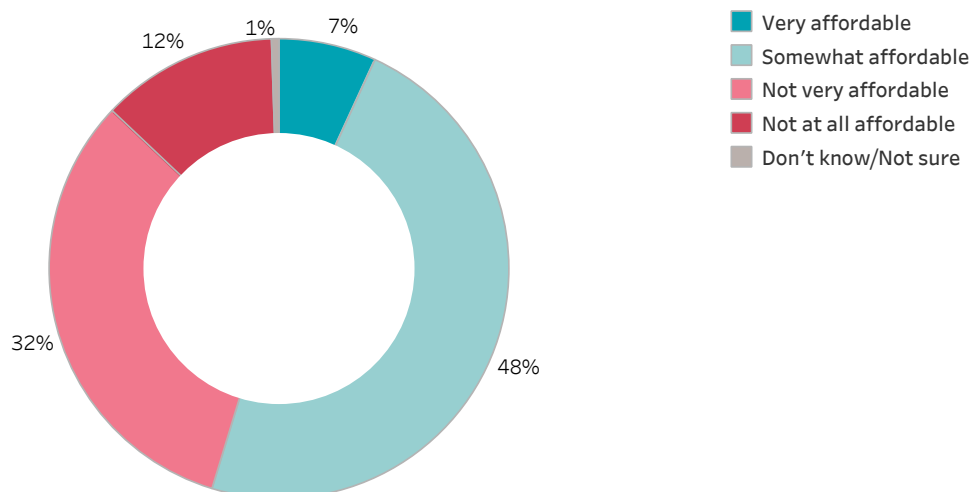
Perception of Overall State Taxes Paid - July 2021



Only 7% of New Hampshire residents describe New Hampshire overall as a very affordable place to live while 48% describe it as a somewhat affordable place to live. Nearly one-third (32%) of Granite Staters describe New Hampshire as not very affordable, 12% describe it as not at all affordable, and 1% are unsure.

Republicans (65%) are more likely than Democrats (48%) and Independents (45%) to describe New Hampshire as a very or somewhat affordable place to live. In addition, respondents aged 18 to 34 (42%) and those with a household income of \$150,000 or more (36%) are a good deal less likely than older state residents and those with lower incomes to find the state to be an affordable place to live.

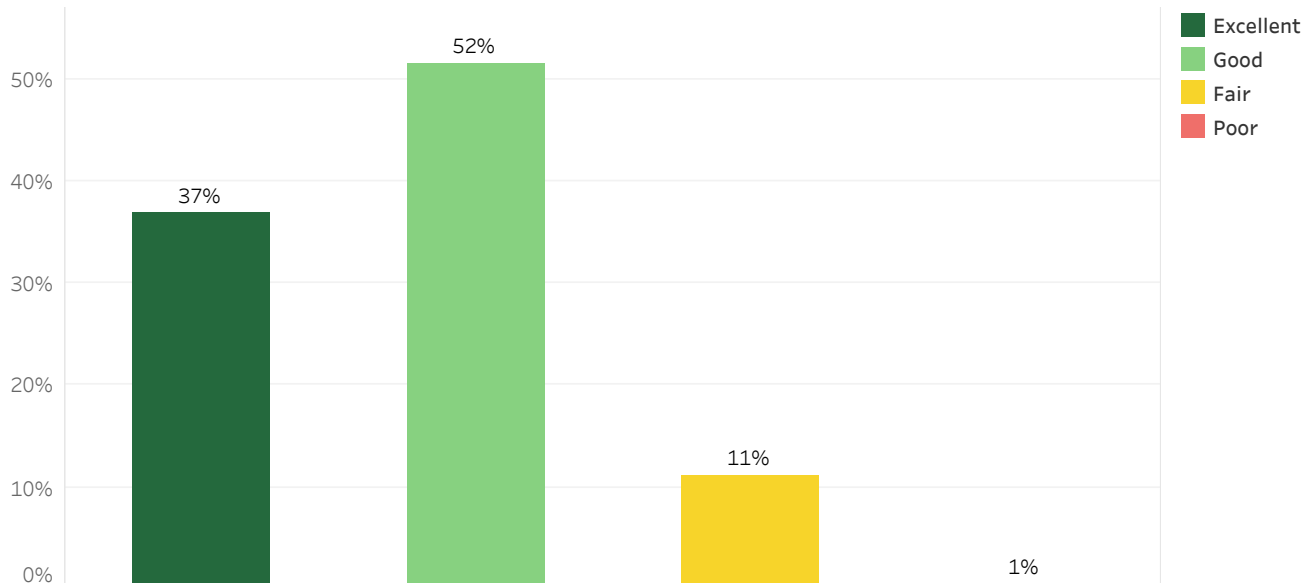
Overall Affordability - New Hampshire - July 2021



Overall, 37% of Granite Staters describe New Hampshire as an excellent place to live, while 52% describe it as a good place to live. Only 11% describe New Hampshire as a fair place to live, while 1% describe it as poor.

Republicans (99%) and Independents (91%) are more likely than Democrats (77%) to say New Hampshire is an excellent or good place to live overall. Nearly all respondents aged 65 and older (96%), 50 to 64 (94%), and 35 to 49 (96%) say that New Hampshire is an excellent or good place to live but only 70% of those aged 18 to 34 feel this way.

Overall Place to Live - New Hampshire - July 2021

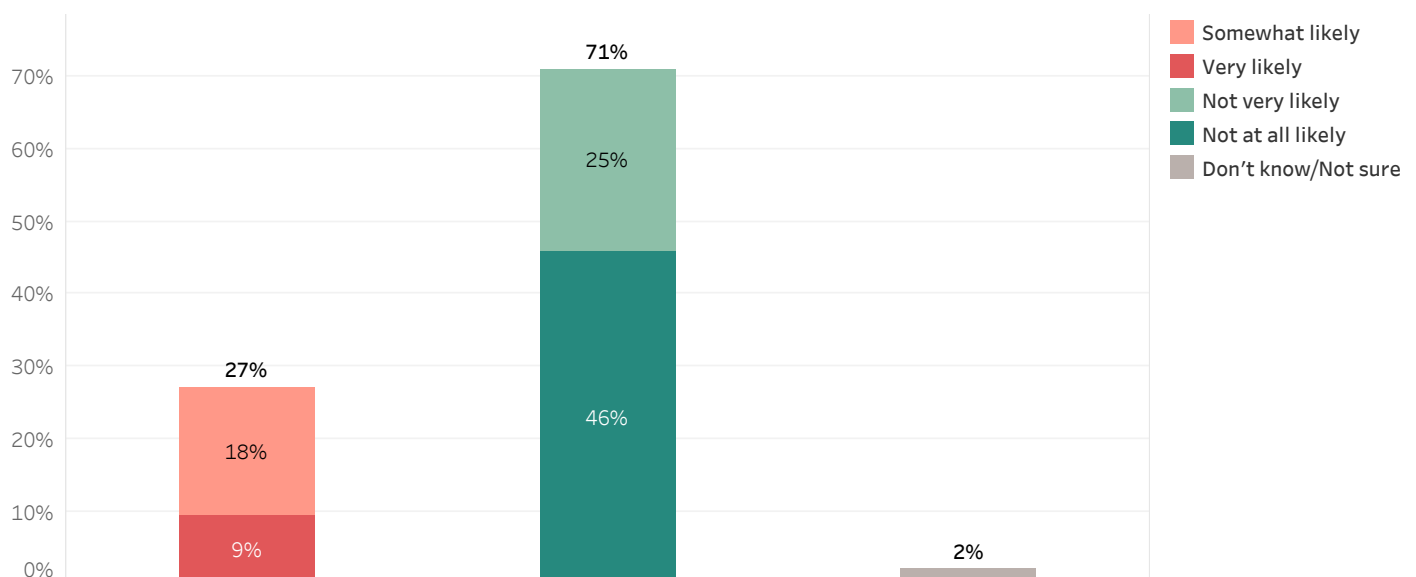


Chances of Leaving New Hampshire

More than a quarter (27%) of New Hampshire residents say they are very (9%) or somewhat (18%) likely to move outside of New Hampshire within the next five years, while 71% are not very (25%) or not at all (46%) likely to move outside New Hampshire in that time and 2% are unsure.

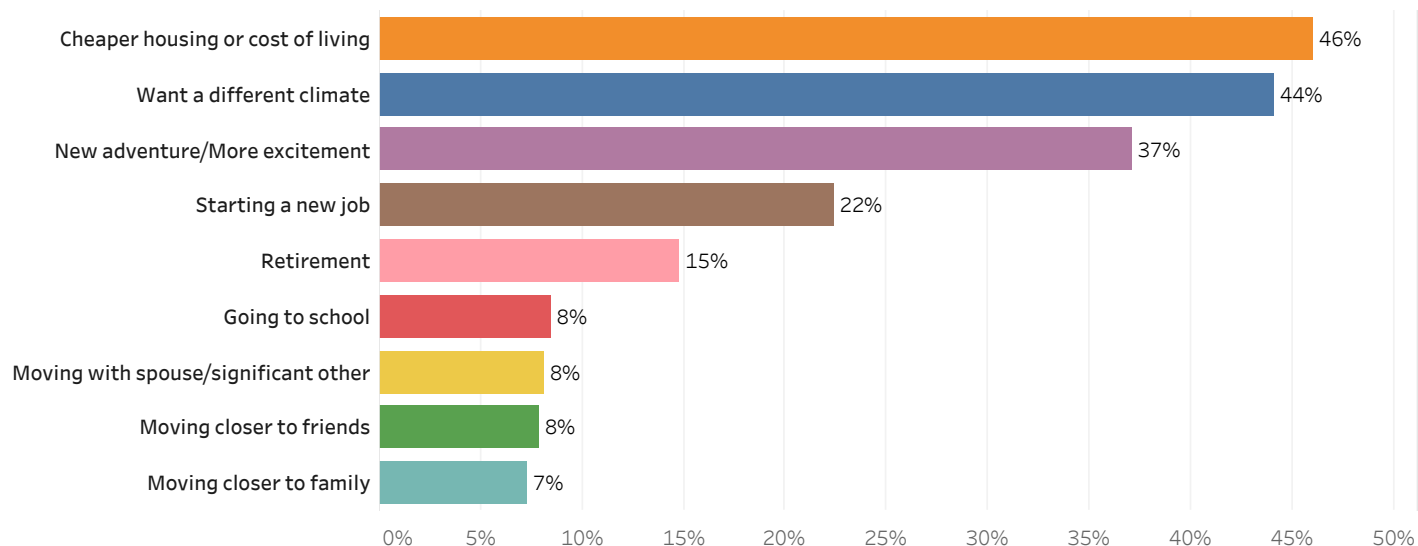
Self-identified Democrats (33%), men (36%), Central/Lakes Region (35%) and Massachusetts Border (40%) residents, and those with a household income between \$100,000 and \$149,999 (42%) are more likely than others to say they are very or somewhat likely to leave the state in the next five years. The biggest difference is based on age: more than half (55%) of those aged 18 to 34 say they are very or somewhat likely to leave in the next five years, more than double any other age group.

Likelihood of Leaving New Hampshire in Next Five Years - July 2021



Among those who say they are very or somewhat likely to move outside of New Hampshire in the next five years (N=244), nearly half say they are likely to move because they want to have cheaper housing or a lower cost of living (46%) or a different climate (44%) while 37% say they want a new adventure or more excitement. Twenty-two percent say they are likely to move to start a new job and 15% say they are likely to move because of retirement, while less than 10% say they are likely to move due to going to school (8%), because they would be moving with a spouse or significant other (8%), or to move closer to friends (8%) or family (7%).

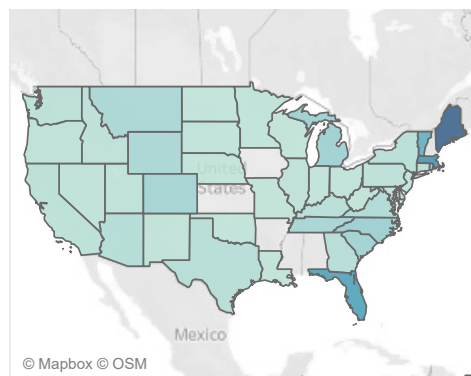
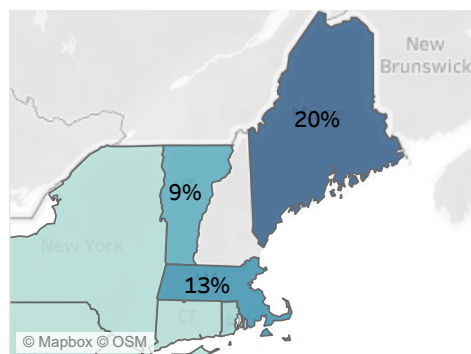
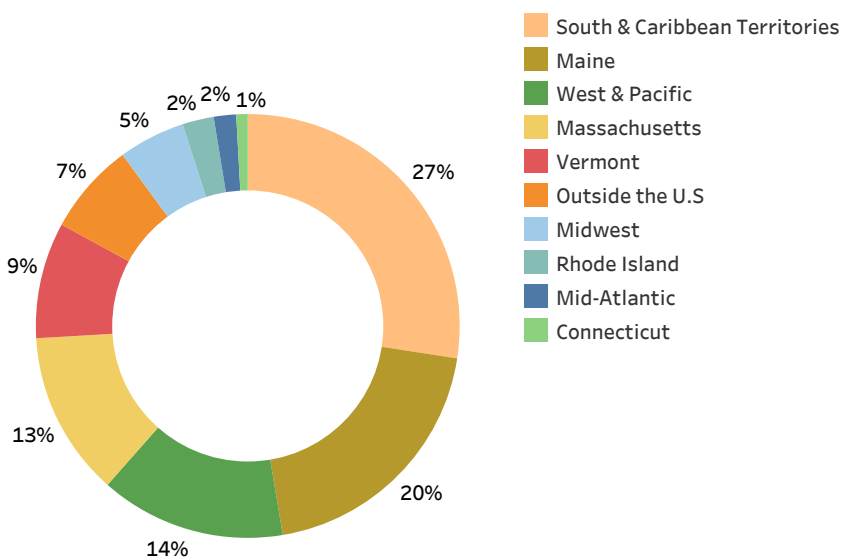
Why Likely to Leave New Hampshire in Next Five Years (Select all that apply) - July 2021



When asked where they would be most likely to move if they left New Hampshire, just over a quarter (27%) of Granite Staters say they would move somewhere in the South or U.S. Caribbean territories, 20% say they would most likely move to Maine, 14% would move to the West or Pacific region, 13% would move to Massachusetts, 9% would move to Vermont, 7% would move outside of the U.S., 5% would move to the Midwest, 2% each would move to Rhode Island or to the Mid-Atlantic region, and 1% would move to Connecticut.

Granite Staters aged 18 to 34 are more likely than others to say they would be most likely to move to Massachusetts, those aged 35 to 49 are more likely to say they would move to Maine, and those aged 50 and older are more likely to say they would move to the South & Caribbean Territories.

Where Most Likely to Move if Left New Hampshire - July 2021



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. One thousand seven hundred and ninety-four (1,794) Granite State Panel members completed the survey online between July 15 and July 19, 2021. The margin of sampling error for the survey is +/- 2.3 percent. These MSE's have not been adjusted for design effect. The response rate for the July 2021 Granite State Poll is 28%. The design effect for the survey is 2.9%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 6,250 New Hampshire adults were recruited from randomly selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

July 2021 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	49%	861
	Women	51%	893
Age of Respondent	18 to 34	27%	475
	35 to 49	21%	376
	50 to 64	32%	566
	65 and older	21%	369
Level of Education	High school or less	36%	642
	Tech school/Some college	31%	551
	College graduate	21%	370
	Postgraduate work	13%	224
Region of State	Central/Lakes	17%	310
	Connecticut Valley	17%	309
	Manchester Area	17%	308
	Mass Border	26%	471
	North Country	6%	111
	Seacoast	16%	280
Party ID	Democrat	42%	730
	Independent	16%	276
	Republican	43%	748
Voting Registration	Registered Democrat	28%	492
	Registered Undeclared/Not Reg.	42%	736
	Registered Republican	29%	513
Household Income	Less than \$45,000	24%	357
	\$45,000 - \$74,999	25%	373
	\$75,000 - \$99,999	19%	292
	\$100,000 - \$149,999	22%	336
	\$150,000 or more	10%	158
2020 Presidential Vote	Voted for Trump	44%	784
	Voted for Biden	52%	911
	Voted for other 2020 candidate	2%	27
	Did not vote in 2020	2%	40

Quality in Local Area - The local environment

Overall, how would you rate the quality of the following things in your local area? The local environment

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	23%	57%	18%	1%	1%	906

Quality in Local Area - Parks and recreational options

Overall, how would you rate the quality of the following things in your local area? Parks and recreational options

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	25%	50%	15%	7%	3%	906

Quality in Local Area - Entertainment and dining options

Overall, how would you rate the quality of the following things in your local area? Entertainment and dining options

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	13%	49%	29%	8%	1%	907

Quality in Local Area - The public education system

Overall, how would you rate the quality of the following things in your local area? The public education system

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	10%	46%	25%	10%	9%	907

Quality in Local Area - Hospitals and other health care locations

Overall, how would you rate the quality of the following things in your local area? Hospitals and other health care locations

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	22%	55%	14%	7%	2%	907

Quality in Local Area - Affordable housing

Overall, how would you rate the quality of the following things in your local area? Affordable housing

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	1%	7%	34%	49%	9%	906

Feelings of Safety in Neighborhood

Generally speaking, how safe do you feel in your neighborhood?

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Not very safe</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	77%	22%	1%	0%	903

Overall Place to Live - Your Town/City

How would you rate your town or city as a place to live?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>N</u>
July 2021	28%	48%	23%	1%	905

Perception of Overall State Taxes Paid

Overall, how satisfied do you feel with the amount of state taxes you pay?

	<u>Much too high</u>	<u>Too high</u>	<u>About the right amount</u>	<u>Too low</u>	<u>Much too low</u>	<u>N</u>
July 2021	12%	27%	55%	6%	1%	692

Overall Affordability - New Hampshire

Overall, how affordable would you rate New Hampshire as a place to live?

	<u>Very affordable</u>	<u>Somewhat affordable</u>	<u>Not very affordable</u>	<u>Not at all affordable</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	7%	48%	32%	12%	1%	905

Overall Place to Live - New Hampshire

Overall, how would you rate New Hampshire as a place to live?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>N</u>
July 2021	37%	52%	11%	1%	905

Likelihood of Leaving New Hampshire in Next Five Years

How likely are you to move outside the state of New Hampshire in the next five years?

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not very likely</u>	<u>Not at all likely</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2021	9%	18%	25%	46%	2%	905

Why Likely to Leave New Hampshire in Next Five Years

Why might you be likely to leave the state in the next five years? (Please select all that apply)

	<u>Cheaper housing or cost of living</u>	<u>Going to school</u>	<u>Moving closer to family</u>	<u>Moving closer to friends</u>	<u>Moving with spouse/ significant other</u>	<u>New adventure/ More excitement</u>	<u>Retirement</u>	<u>Starting a new job</u>	<u>Want a different climate</u>	<u>N</u>
July 2021	46%	8%	7%	8%	8%	37%	15%	22%	44%	244

Where Most Likely to Move if Left New Hampshire

If you were to move outside of New Hampshire, where would you most likely move?

	<u>Mid-Atlantic</u>	<u>Midwest</u>	<u>Connecticut</u>	<u>Maine</u>	<u>Massachusetts</u>	
July 2021	2%	5%	1%	20%	13%	
	<u>Outside the U.S</u>	<u>South & Caribbean Territories</u>	<u>West & Pacific</u>	<u>Rhode Island</u>	<u>Vermont</u>	<u>N</u>
July 2021	7%	27%	14%	2%	9%	897

Quality in Local Area - The local environment

		Excellent	Good	Fair	Poor	Don't know/Not sure	N
STATEWIDE	July 2021	23%	57%	18%	1%	1%	906
Voting Registration	Registered Democrat	14%	61%	23%	1%	1%	247
	Registered Undeclared/Not Reg.	16%	62%	20%	2%	1%	374
	Registered Republican	43%	47%	10%		1%	261
Party ID	Democrat	11%	66%	21%	2%	1%	378
	Independent	22%	61%	14%	2%	1%	137
	Republican	35%	47%	17%	0%	1%	383
Ideology	Liberal	13%	55%	29%	2%	1%	235
	Moderate	17%	65%	18%	1%	0%	371
	Conservative	40%	50%	9%	1%	1%	279
Media Usage	Boston Globe reader	28%	34%	34%	3%	1%	64
	Conservative radio listener	35%	48%	15%	0%	1%	208
	Fox News viewer	35%	53%	11%	0%	1%	214
	Local newspapers reader	29%	51%	20%		0%	126
	NHPR listener	33%	50%	15%	1%	1%	447
	Union Leader reader	30%	59%	10%	0%	1%	103
	WMUR viewer	23%	57%	18%	1%	1%	548
Age of Respondent	18 to 34	12%	53%	33%	1%	1%	244
	35 to 49	42%	47%	9%	1%	1%	188
	50 to 64	22%	65%	13%	0%	0%	291
	65 and older	20%	61%	16%	2%	1%	181
Gender of Respondent	Men	22%	57%	18%	1%	1%	435
	Women	24%	57%	18%	1%	0%	453
Level of Education	High school or less	17%	68%	15%			324
	Tech school/Some college	23%	52%	23%	1%	1%	279
	College graduate	32%	46%	17%	2%	2%	187
	Postgraduate work	22%	57%	17%	3%	1%	115
Region of State	Central/Lakes	24%	47%	29%	0%	0%	166
	Connecticut Valley	46%	47%	5%	2%	0%	148
	Manchester Area	9%	65%	24%	0%	2%	147
	Mass Border	17%	65%	15%	2%	1%	265
	North Country	38%	44%	15%	2%	0%	64
	Seacoast	15%	64%	20%	0%	0%	115
Children in Household	Children in household	30%	63%	7%	0%	0%	268
	No children in household	20%	55%	23%	2%	1%	635
Household Income	Less than \$45,000	29%	48%	20%	2%	0%	178
	\$45,000 - \$74,999	20%	62%	17%	1%	0%	159
	\$75,000 - \$99,999	15%	52%	33%	0%	1%	141
	\$100,000 - \$149,999	25%	61%	11%	1%	1%	188
	\$150,000 or more	10%	79%	10%	0%	0%	77
2020 Presidential Vote	Voted for Trump	32%	51%	16%	1%	1%	399
	Voted for Biden	15%	63%	20%	1%	1%	465
	Voted for other 2020 candidate	2%	76%	21%	1%		14
	Did not vote in 2020	60%	40%			1%	21

Quality in Local Area - Parks and recreational options

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	July 2021	25%	50%	15%	7%	3%	906
Voting Registration	Registered Democrat	24%	53%	16%	1%	6%	246
	Registered Undeclared/Not Reg.	17%	54%	13%	13%	3%	374
	Registered Republican	39%	41%	15%	4%	0%	262
Party ID	Democrat	19%	56%	17%	2%	6%	377
	Independent	22%	63%	6%	6%	3%	137
	Republican	32%	40%	15%	12%	1%	383
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Media Usage	Boston Globe reader	29%	57%	8%	6%	1%	64
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	Local newspapers reader	44%	41%	9%	3%	3%	126
	NHPR listener	35%	48%	14%	3%	0%	447
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	WMUR viewer	24%	46%	20%	5%	4%	548
Age of Respondent	18 to 34	16%	57%	6%	15%	5%	244
	35 to 49	43%	46%	11%	0%		188
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	\$100,000 - \$149,999	28%	55%	16%	1%		189
	\$150,000 or more	21%	69%	10%	0%		77
2020 Presidential Vote	Voted for Trump	27%	45%	15%	12%	0%	400
	Voted for Biden	22%	55%	15%	4%	5%	464
	Voted for other 2020 candidate	14%	61%	25%	0%	0%	14
	Did not vote in 2020	66%	23%	2%		9%	21

Quality in Local Area - Entertainment and dining options

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	July 2021	13%	49%	29%	8%	1%	907
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	NHPR listener	16%	56%	23%	5%	0%	448
	Union Leader reader	17%	47%	33%	2%	0%	103
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	65 and older	18%	53%	23%	6%	0%	182
Gender of Respondent	Men	13%	46%	31%	9%	1%	435
	Women	13%	53%	27%	8%	0%	454
Level of Education	High school or less	12%	46%	30%	13%		324
	Tech school/Some college	9%	54%	30%	7%	0%	279
	College graduate	15%	48%	28%	6%	2%	188
	Postgraduate work	24%	49%	21%	6%	0%	115
Region of State	Central/Lakes	10%	51%	19%	20%	0%	166
	Connecticut Valley	15%	52%	26%	7%		148
	Manchester Area	13%	41%	33%	10%	3%	147
	Mass Border	12%	51%	33%	3%	0%	265
	North Country	5%	38%	50%	5%	2%	64
	Seacoast	21%	56%	17%	7%		116
Children in Household	Children in household	8%	65%	24%	2%	0%	268
	No children in household	15%	42%	31%	11%	1%	636
Household Income	Less than \$45,000	12%	54%	30%	4%		178
	\$45,000 - \$74,999	15%	49%	27%	8%	0%	159
	\$75,000 - \$99,999	12%	39%	21%	27%	1%	141
	\$100,000 - \$149,999	14%	42%	39%	5%		189
	\$150,000 or more	12%	65%	19%	3%	1%	77
2020 Presidential Vote	Voted for Trump	12%	53%	22%	12%	1%	400
	Voted for Biden	14%	46%	34%	5%	1%	465
	Voted for other 2020 candidate	15%	31%	54%			14
	Did not vote in 2020	13%	77%	8%	1%		21

Quality in Local Area - The public education system

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	July 2021	10%	46%	25%	10%	9%	907
Voting Registration	Registered Democrat	16%	37%	28%	8%	11%	247
	Registered Undeclared/Not Reg.	8%	48%	25%	7%	12%	374
	Registered Republican	8%	52%	23%	13%	4%	262
Party ID	Democrat	13%	46%	22%	9%	10%	378
	Independent	3%	25%	43%	11%	18%	137
	Republican	10%	54%	21%	10%	5%	383
Ideology	Liberal	16%	30%	31%	10%	14%	235
	Moderate	9%	52%	21%	9%	8%	371
	Conservative	8%	52%	25%	9%	6%	280
Media Usage	Boston Globe reader	16%	38%	19%	20%	7%	64
	Conservative radio listener	8%	41%	33%	13%	5%	208
	Fox News viewer	18%	39%	18%	17%	8%	215
	Local newspapers reader	9%	49%	22%	13%	7%	126
	NHPR listener	16%	43%	23%	10%	9%	447
	Union Leader reader	6%	48%	38%	3%	5%	103
	WMUR viewer	12%	40%	27%	11%	9%	548
Age of Respondent	18 to 34	8%	53%	15%	14%	11%	244
	35 to 49	10%	43%	38%	8%	1%	188
	50 to 64	8%	40%	30%	10%	12%	291
	65 and older	16%	50%	17%	5%	12%	182
Gender of Respondent	Men	8%	52%	23%	6%	11%	435
	Women	12%	40%	27%	13%	8%	454
Level of Education	High school or less	7%	57%	22%	4%	9%	324
	Tech school/Some college	14%	38%	28%	14%	6%	279
	College graduate	8%	40%	24%	12%	16%	188
	Postgraduate work	13%	44%	26%	10%	7%	115
Region of State	Central/Lakes	4%	53%	21%	11%	11%	166
	Connecticut Valley	9%	50%	27%	5%	8%	148
	Manchester Area	4%	40%	29%	21%	6%	147
	Mass Border	17%	50%	14%	5%	12%	265
	North Country	9%	25%	45%	16%	5%	64
	Seacoast	12%	40%	35%	5%	9%	116
Children in Household	Children in household	8%	39%	37%	10%	6%	268
	No children in household	11%	49%	20%	9%	11%	636
Household Income	Less than \$45,000	9%	47%	31%	4%	9%	178
	\$45,000 - \$74,999	6%	36%	26%	18%	13%	159
	\$75,000 - \$99,999	5%	57%	23%	11%	4%	141
	\$100,000 - \$149,999	14%	46%	17%	12%	12%	189
	\$150,000 or more	2%	44%	44%	7%	2%	77
2020 Presidential Vote	Voted for Trump	9%	50%	26%	11%	5%	400
	Voted for Biden	12%	45%	23%	8%	13%	465
	Voted for other 2020 candidate	1%	44%	38%	10%	7%	14
	Did not vote in 2020	4%	18%	36%	17%	24%	21

Quality in Local Area - Hospitals and other health care locations

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	July 2021	22%	55%	14%	7%	2%	907
Voting Registration	Registered Democrat	22%	66%	9%	2%	1%	247
	Registered Undeclared/Not Reg.	18%	53%	13%	12%	3%	374
	Registered Republican	29%	47%	18%	5%	0%	262
Party ID	Democrat	19%	66%	11%	2%	1%	378
	Independent	21%	53%	14%	6%	6%	137
	Republican	27%	45%	15%	12%	0%	383
Ideology	Liberal	18%	62%	13%	5%	2%	235
	Moderate	21%	55%	11%	10%	3%	371
	Conservative	29%	48%	17%	5%	0%	280
Media Usage	Boston Globe reader	37%	40%	20%	2%		64
	Conservative radio listener	21%	61%	16%	2%	1%	208
	Fox News viewer	33%	47%	17%	2%	1%	215
	Local newspapers reader	46%	33%	19%	2%		126
	NHPR listener	25%	57%	12%	6%	1%	447
	Union Leader reader	34%	60%	6%	0%	0%	103
	WMUR viewer	23%	53%	17%	6%	1%	548
Age of Respondent	18 to 34	14%	54%	12%	14%	6%	244
	35 to 49	13%	76%	10%	1%	0%	188
	50 to 64	26%	48%	17%	9%	1%	291
	65 and older	38%	46%	14%	2%	0%	181
Gender of Respondent	Men	23%	52%	14%	8%	3%	435
	Women	22%	57%	13%	7%	1%	454
Level of Education	High school or less	20%	59%	8%	13%		324
	Tech school/Some college	22%	54%	20%	4%	0%	279
	College graduate	27%	46%	14%	5%	7%	188
	Postgraduate work	23%	57%	15%	3%	2%	115
Region of State	Central/Lakes	26%	43%	12%	19%	0%	166
	Connecticut Valley	28%	61%	9%	1%		148
	Manchester Area	20%	51%	25%	2%	2%	147
	Mass Border	21%	64%	8%	2%	5%	265
	North Country	18%	17%	34%	29%	2%	64
	Seacoast	18%	67%	8%	7%	0%	116
Children in Household	Children in household	12%	72%	12%	2%	1%	268
	No children in household	27%	47%	14%	10%	2%	636
Household Income	Less than \$45,000	31%	61%	6%	2%	0%	178
	\$45,000 - \$74,999	20%	45%	33%	1%	1%	159
	\$75,000 - \$99,999	21%	41%	11%	26%	0%	141
	\$100,000 - \$149,999	23%	56%	13%	3%	5%	189
	\$150,000 or more	11%	73%	13%	4%		77
2020 Presidential Vote	Voted for Trump	22%	48%	18%	12%	0%	400
	Voted for Biden	22%	62%	9%	4%	3%	465
	Voted for other 2020 candidate	31%	49%	21%	0%		14
	Did not vote in 2020	44%	28%	26%	2%		21

Quality in Local Area - Affordable housing

		Excellent	Good	Fair	Poor	Don't know/Not sure	N
STATEWIDE	July 2021	1%	7%	34%	49%	9%	906
Voting Registration	Registered Democrat	0%	2%	30%	64%	4%	247
	Registered Undeclared/Not Reg.	0%	6%	42%	44%	8%	374
	Registered Republican	3%	13%	29%	40%	15%	262
Party ID	Democrat	0%	2%	36%	57%	5%	378
	Independent	0%	7%	46%	36%	10%	137
	Republican	2%	12%	29%	46%	12%	383
Ideology	Liberal	0%	1%	28%	70%	2%	235
	Moderate	0%	6%	41%	43%	10%	370
	Conservative	3%	13%	32%	42%	11%	280
Media Usage	Boston Globe reader	0%	2%	34%	59%	5%	64
	Conservative radio listener	3%	15%	40%	30%	11%	208
	Fox News viewer	1%	20%	30%	30%	19%	215
	Local newspapers reader	0%	7%	27%	63%	3%	126
	NHPR listener	0%	6%	26%	61%	7%	447
	Union Leader reader	0%	9%	36%	48%	6%	103
	WMUR viewer	1%	8%	29%	52%	9%	548
Age of Respondent	18 to 34		1%	38%	57%	4%	244
	35 to 49	0%	2%	41%	51%	6%	188
	50 to 64	3%	8%	34%	44%	11%	291
	65 and older	1%	17%	23%	45%	14%	182
Gender of Respondent	Men	2%	7%	43%	40%	8%	435
	Women	0%	7%	27%	57%	9%	453
Level of Education	High school or less	2%	9%	43%	39%	8%	324
	Tech school/Some college	1%	6%	31%	53%	10%	279
	College graduate	0%	6%	26%	59%	8%	188
	Postgraduate work	2%	5%	33%	50%	10%	115
Region of State	Central/Lakes	0%	7%	37%	50%	6%	166
	Connecticut Valley	1%	9%	32%	56%	3%	148
	Manchester Area	1%	4%	26%	53%	17%	147
	Mass Border	2%	9%	42%	39%	8%	265
	North Country	0%	3%	26%	57%	14%	64
	Seacoast	1%	5%	33%	52%	9%	116
Children in Household	Children in household	0%	4%	39%	48%	8%	268
	No children in household	1%	8%	32%	49%	9%	636
Household Income	Less than \$45,000	0%	11%	22%	62%	5%	178
	\$45,000 - \$74,999		10%	31%	42%	17%	159
	\$75,000 - \$99,999	4%	4%	32%	56%	4%	141
	\$100,000 - \$149,999	1%	2%	42%	52%	3%	189
	\$150,000 or more	0%	3%	60%	29%	7%	77
2020 Presidential Vote	Voted for Trump	2%	12%	33%	41%	11%	400
	Voted for Biden	0%	3%	36%	56%	5%	464
	Voted for other 2020 candidate	0%		27%	45%	27%	14
	Did not vote in 2020		5%	26%	44%	24%	21

Feelings of Safety in Neighborhood

		<u>Very safe</u>	<u>Somewhat safe</u>	<u>Not very safe</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	July 2021	77%	22%	1%	0%	903
Voting Registration	Registered Democrat	78%	21%	1%		247
	Registered Undeclared/Not Reg.	80%	18%	2%		372
	Registered Republican	71%	29%	0%		261
Party ID	Democrat	79%	21%	0%	0%	378
	Independent	80%	16%	4%		136
	Republican	74%	26%	0%		383
Ideology	Liberal	76%	21%	3%		235
	Moderate	84%	16%	0%		370
	Conservative	69%	31%	0%		280
Media Usage	Boston Globe reader	90%	10%			64
	Conservative radio listener	75%	25%	0%		208
	Fox News viewer	76%	23%	0%		215
	Local newspapers reader	87%	12%	1%		126
	NHPR listener	74%	26%	0%		446
	Union Leader reader	80%	18%	1%		103
	WMUR viewer	78%	21%	1%	0%	547
Age of Respondent	18 to 34	89%	11%	0%		242
	35 to 49	61%	39%	1%		188
	50 to 64	72%	26%	2%	0%	291
	65 and older	86%	14%	0%		180
Gender of Respondent	Men	83%	17%	0%		432
	Women	71%	27%	1%	0%	453
Level of Education	High school or less	73%	27%			324
	Tech school/Some college	76%	22%	2%		277
	College graduate	84%	15%	1%		187
	Postgraduate work	78%	21%	1%	0%	115
Region of State	Central/Lakes	77%	23%	1%		166
	Connecticut Valley	67%	32%	1%		148
	Manchester Area	69%	30%	0%		147
	Mass Border	87%	13%		0%	262
	North Country	86%	14%			64
	Seacoast	72%	23%	5%		116
Children in Household	Children in household	68%	32%	0%		268
	No children in household	81%	18%	1%	0%	633
Household Income	Less than \$45,000	57%	42%	1%	0%	177
	\$45,000 - \$74,999	64%	36%			158
	\$75,000 - \$99,999	77%	20%	4%		141
	\$100,000 - \$149,999	88%	11%	0%		189
	\$150,000 or more	89%	11%			77
2020 Presidential Vote	Voted for Trump	74%	25%	0%		400
	Voted for Biden	80%	19%	1%		464
	Voted for other 2020 candidate	44%	56%			14
	Did not vote in 2020	93%	6%		1%	21

Overall Place to Live - Your Town/City

		Excellent	Good	Fair	Poor	N
STATEWIDE	July 2021	28%	48%	23%	1%	905
Voting Registration	Registered Democrat	27%	53%	20%	1%	247
	Registered Undeclared/Not Reg.	22%	42%	34%	2%	372
	Registered Republican	36%	55%	9%	1%	262
Party ID	Democrat	24%	44%	31%	1%	378
	Independent	15%	64%	15%	6%	137
	Republican	36%	47%	17%	0%	383
Ideology	Liberal	26%	47%	24%	3%	235
	Moderate	22%	45%	33%	0%	371
	Conservative	37%	53%	8%	1%	280
Media Usage	Boston Globe reader	45%	44%	10%	1%	64
	Conservative radio listener	40%	54%	6%	1%	208
	Fox News viewer	38%	42%	20%	1%	215
	Local newspapers reader	39%	53%	7%	0%	126
	NHPR listener	31%	56%	12%	1%	448
	Union Leader reader	40%	52%	8%	0%	103
	WMUR viewer	38%	41%	19%	2%	548
Age of Respondent	18 to 34	18%	33%	49%		242
	35 to 49	27%	61%	11%	1%	188
	50 to 64	33%	46%	18%	3%	291
	65 and older	32%	60%	6%	2%	182
Gender of Respondent	Men	27%	47%	26%	1%	433
	Women	28%	50%	20%	2%	453
Level of Education	High school or less	22%	47%	32%		324
	Tech school/Some college	33%	46%	18%	3%	278
	College graduate	29%	53%	17%	1%	187
	Postgraduate work	30%	51%	17%	2%	115
Region of State	Central/Lakes	28%	42%	30%		166
	Connecticut Valley	24%	69%	5%	3%	148
	Manchester Area	28%	42%	29%	0%	147
	Mass Border	23%	50%	27%	0%	264
	North Country	51%	29%	17%	4%	64
	Seacoast	30%	47%	19%	4%	116
Children in Household	Children in household	29%	57%	14%	0%	268
	No children in household	27%	45%	27%	2%	634
Household Income	Less than \$45,000	20%	64%	14%	2%	177
	\$45,000 - \$74,999	42%	40%	18%	1%	159
	\$75,000 - \$99,999	21%	41%	33%	4%	141
	\$100,000 - \$149,999	28%	33%	39%	0%	189
	\$150,000 or more	14%	78%	8%		77
2020 Presidential Vote	Voted for Trump	34%	48%	18%	1%	400
	Voted for Biden	22%	49%	27%	2%	465
	Voted for other 2020 candidate	27%	54%	19%		14
	Did not vote in 2020	33%	44%	22%	1%	21

Perception of Overall State Taxes Paid

		<u>Much too high</u>	<u>Too high</u>	<u>About the right amount</u>	<u>Too low</u>	<u>Much too low</u>	<u>N</u>
STATEWIDE	July 2021	12%	27%	55%	6%	1%	692
Voting Registration	Registered Democrat	8%	16%	55%	19%	2%	162
	Registered Undeclared/Not Reg.	19%	30%	47%	3%	1%	282
	Registered Republican	5%	30%	65%	0%	0%	229
Party ID	Democrat	8%	18%	55%	16%	2%	237
	Independent	6%	38%	55%	1%	0%	116
	Republican	16%	29%	55%	0%	0%	335
Ideology	Liberal	7%	17%	52%	21%	3%	155
	Moderate	16%	33%	48%	3%	0%	285
	Conservative	9%	25%	66%	0%		238
Media Usage	Boston Globe reader	5%	4%	70%	15%	6%	53
	Conservative radio listener	10%	34%	56%	1%	0%	198
	Fox News viewer	13%	36%	48%	2%	0%	183
	Local newspapers reader	9%	28%	49%	11%	3%	113
	NHPR listener	8%	24%	56%	9%	1%	372
	Union Leader reader	9%	23%	60%	6%	3%	76
	WMUR viewer	10%	32%	51%	6%	1%	407
Age of Respondent	18 to 34	22%	19%	51%	8%	1%	164
	35 to 49	8%	13%	72%	6%	0%	169
	50 to 64	7%	42%	46%	4%	1%	208
	65 and older	11%	28%	52%	7%	1%	149
Gender of Respondent	Men	16%	30%	48%	6%	1%	371
	Women	7%	22%	66%	6%	1%	304
Level of Education	High school or less	16%	29%	55%			224
	Tech school/Some college	12%	24%	61%	2%		199
	College graduate	11%	30%	48%	12%	0%	169
	Postgraduate work	4%	21%	52%	17%	5%	100
Region of State	Central/Lakes	24%	19%	53%	4%	0%	145
	Connecticut Valley	5%	30%	62%	3%	1%	123
	Manchester Area	5%	32%	55%	6%	2%	121
	Mass Border	12%	30%	51%	6%	0%	178
	North Country	17%	33%	45%	4%	1%	47
	Seacoast	10%	14%	59%	16%	1%	78
Children in Household	Children in household	8%	13%	72%	6%	0%	217
	No children in household	14%	32%	47%	6%	1%	473
Household Income	Less than \$45,000	7%	22%	69%	3%	0%	114
	\$45,000 - \$74,999	10%	28%	57%	2%	2%	141
	\$75,000 - \$99,999	32%	17%	45%	5%	0%	113
	\$100,000 - \$149,999	9%	42%	44%	5%	0%	134
	\$150,000 or more	9%	25%	51%	15%	0%	75
2020 Presidential Vote	Voted for Trump	16%	29%	56%			347
	Voted for Biden	6%	24%	54%	13%	2%	310
	Voted for other 2020 candidate	26%	42%	32%			14
	Did not vote in 2020	8%	18%	75%			17

		Overall Affordability - New Hampshire					N
		Very affordable	Somewhat affordable	Not very affordable	Not at all affordable	Don't know/Not sure	
STATEWIDE	July 2021	7%	48%	32%	12%	1%	905
Voting Registration	Registered Democrat	6%	35%	48%	10%	2%	247
	Registered Undeclared/Not Reg.	4%	48%	34%	13%	0%	372
	Registered Republican	13%	61%	13%	13%		262
Party ID	Democrat	4%	43%	42%	9%	1%	378
	Independent	6%	39%	48%	7%		137
	Republican	9%	56%	17%	17%	0%	383
Ideology	Liberal	4%	30%	54%	11%	1%	235
	Moderate	4%	50%	31%	15%	0%	371
	Conservative	11%	60%	18%	11%		280
Media Usage	Boston Globe reader	3%	54%	37%	4%	2%	64
	Conservative radio listener	10%	51%	35%	4%		208
	Fox News viewer	12%	60%	23%	4%	1%	215
	Local newspapers reader	6%	40%	42%	12%	0%	126
	NHPR listener	7%	45%	36%	10%	1%	448
	Union Leader reader	6%	42%	45%	7%	1%	103
	WMUR viewer	10%	42%	36%	11%	1%	548
Age of Respondent	18 to 34	1%	41%	39%	18%		242
	35 to 49	4%	51%	42%	3%	0%	188
	50 to 64	9%	49%	24%	18%	0%	291
	65 and older	14%	53%	27%	5%	2%	182
Gender of Respondent	Men	5%	54%	30%	11%	0%	433
	Women	8%	42%	35%	14%	1%	453
Level of Education	High school or less	6%	54%	20%	20%		324
	Tech school/Some college	7%	43%	41%	7%	1%	278
	College graduate	7%	43%	41%	9%		187
	Postgraduate work	8%	52%	31%	8%	0%	115
Region of State	Central/Lakes	9%	47%	23%	20%		166
	Connecticut Valley	1%	57%	31%	9%	1%	148
	Manchester Area	6%	48%	37%	9%	1%	147
	Mass Border	6%	55%	33%	5%	1%	264
	North Country	13%	42%	18%	26%		64
	Seacoast	11%	23%	47%	19%		116
Children in Household	Children in household	6%	53%	34%	7%	1%	268
	No children in household	7%	45%	32%	15%	1%	634
Household Income	Less than \$45,000	9%	42%	38%	10%	1%	177
	\$45,000 - \$74,999	9%	48%	35%	8%	0%	159
	\$75,000 - \$99,999	2%	46%	15%	36%	1%	141
	\$100,000 - \$149,999	7%	56%	32%	6%	0%	189
	\$150,000 or more	6%	30%	59%	4%		77
2020 Presidential Vote	Voted for Trump	9%	54%	21%	16%		400
	Voted for Biden	5%	44%	42%	9%	1%	465
	Voted for other 2020 candidate	1%	40%	51%	8%		14
	Did not vote in 2020	17%	44%	30%	9%		21

Overall Place to Live - New Hampshire

		<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>N</u>
STATEWIDE	July 2021	37%	52%	11%	1%	905
Voting Registration	Registered Democrat	29%	54%	16%	1%	247
	Registered Undeclared/Not Reg.	32%	52%	15%	1%	372
	Registered Republican	51%	48%	2%		262
Party ID	Democrat	27%	50%	23%	1%	378
	Independent	35%	56%	8%	2%	137
	Republican	47%	51%	1%		383
Ideology	Liberal	26%	53%	19%	1%	235
	Moderate	31%	55%	14%		371
	Conservative	53%	45%	1%	1%	280
Media Usage	Boston Globe reader	58%	38%	4%		64
	Conservative radio listener	50%	48%	2%		208
	Fox News viewer	55%	41%	4%		215
	Local newspapers reader	51%	46%	2%	1%	126
	NHPR listener	39%	54%	7%	0%	448
	Union Leader reader	42%	56%	2%		103
	WMUR viewer	45%	45%	9%	1%	548
Age of Respondent	18 to 34	24%	46%	30%		242
	35 to 49	33%	64%	3%	1%	188
	50 to 64	44%	50%	6%	0%	291
	65 and older	47%	49%	2%	2%	182
Gender of Respondent	Men	38%	50%	12%	1%	433
	Women	34%	54%	11%	1%	453
Level of Education	High school or less	24%	63%	13%		324
	Tech school/Some college	41%	43%	15%	1%	278
	College graduate	44%	51%	4%	1%	187
	Postgraduate work	50%	42%	8%		115
Region of State	Central/Lakes	46%	52%	2%		166
	Connecticut Valley	34%	61%	4%	1%	148
	Manchester Area	26%	72%	2%	0%	147
	Mass Border	35%	35%	30%	0%	264
	North Country	42%	54%	4%		64
	Seacoast	43%	49%	7%	1%	116
Children in Household	Children in household	33%	65%	2%	0%	268
	No children in household	39%	46%	15%	1%	634
Household Income	Less than \$45,000	21%	75%	2%	2%	177
	\$45,000 - \$74,999	48%	49%	3%		159
	\$75,000 - \$99,999	34%	61%	5%		141
	\$100,000 - \$149,999	42%	32%	26%	1%	189
	\$150,000 or more	31%	67%	3%		77
2020 Presidential Vote	Voted for Trump	42%	56%	2%	1%	400
	Voted for Biden	32%	48%	20%	1%	465
	Voted for other 2020 candidate	39%	54%	7%		14
	Did not vote in 2020	58%	41%	1%		21

Likelihood of Leaving New Hampshire in Next Five Years

		Very likely	Somewhat likely	Not very likely	Not at all likely	Don't know/Not sure	N
STATEWIDE	July 2021	9%	18%	25%	46%	2%	905
Voting Registration	Registered Democrat	12%	11%	26%	48%	3%	247
	Registered Undeclared/Not Reg.	13%	27%	19%	39%	2%	372
	Registered Republican	1%	10%	31%	55%	2%	262
Party ID	Democrat	9%	23%	26%	39%	2%	378
	Independent	6%	15%	12%	63%	4%	137
	Republican	10%	13%	28%	48%	1%	383
Ideology	Liberal	14%	16%	22%	46%	3%	235
	Moderate	11%	22%	22%	43%	2%	371
	Conservative	3%	14%	31%	50%	1%	280
Media Usage	Boston Globe reader	6%	27%	22%	38%	6%	64
	Conservative radio listener	4%	9%	21%	65%	1%	208
	Fox News viewer	4%	14%	22%	56%	3%	215
	Local newspapers reader	7%	25%	20%	43%	5%	126
	NHPR listener	9%	11%	31%	46%	3%	448
	Union Leader reader	6%	24%	30%	38%	2%	103
	WMUR viewer	7%	14%	28%	48%	3%	548
Age of Respondent	18 to 34	23%	32%	14%	29%	2%	242
	35 to 49	4%	11%	34%	49%	2%	188
	50 to 64	4%	17%	21%	56%	3%	291
	65 and older	6%	7%	35%	51%	1%	182
Gender of Respondent	Men	11%	25%	18%	45%	1%	433
	Women	9%	11%	31%	47%	3%	453
Level of Education	High school or less	11%	19%	22%	48%		324
	Tech school/Some college	11%	18%	28%	41%	2%	278
	College graduate	6%	16%	25%	46%	6%	187
	Postgraduate work	7%	14%	25%	51%	4%	115
Region of State	Central/Lakes	21%	13%	15%	50%	1%	166
	Connecticut Valley	3%	5%	33%	55%	3%	148
	Manchester Area	4%	18%	34%	43%	1%	147
	Mass Border	12%	28%	17%	42%	1%	264
	North Country	7%	5%	37%	43%	7%	64
	Seacoast	4%	21%	28%	43%	4%	116
Children in Household	Children in household	2%	11%	35%	52%		268
	No children in household	13%	20%	21%	43%	3%	634
Household Income	Less than \$45,000	5%	7%	41%	46%	1%	177
	\$45,000 - \$74,999	8%	10%	28%	52%	3%	159
	\$75,000 - \$99,999	24%	14%	15%	46%	2%	141
	\$100,000 - \$149,999	4%	38%	15%	40%	3%	189
	\$150,000 or more	7%	19%	18%	55%	2%	77
2020 Presidential Vote	Voted for Trump	11%	10%	25%	54%	1%	400
	Voted for Biden	9%	25%	26%	39%	2%	465
	Voted for other 2020 candidate	7%	9%	23%	61%	0%	14
	Did not vote in 2020	1%	9%	13%	57%	21%	21

Why Likely to Leave New Hampshire in Next Five Years

		<u>Cheaper housing or cost of living</u>	<u>Going to school</u>	<u>Moving closer to family</u>	<u>Moving closer to friends</u>	<u>Moving with spouse/significant other</u>
STATEWIDE	July 2021	46%	8%	7%	8%	8%
Voting Registration	Registered Democrat	54%	33%	9%	30%	6%
	Registered Undeclared/Not Reg.	47%	1%	7%	1%	3%
	Registered Republican	25%		8%		37%
Party ID	Democrat	38%	17%	6%	15%	7%
	Independent	33%		25%	4%	
	Republican	60%		3%		13%
Ideology	Liberal	60%	30%	6%	25%	10%
	Moderate	37%		8%	2%	2%
	Conservative	46%		5%		23%
Media Usage	Boston Globe reader	13%	16%	13%		53%
	Conservative radio listener	56%		5%		3%
	Fox News viewer	50%		10%		1%
	Local newspapers reader	16%	5%	15%	0%	32%
	NHPR listener	55%	24%	11%	20%	7%
	Union Leader reader	19%	6%	22%		36%
	WMUR viewer	59%	16%	9%	15%	6%
Age of Respondent	18 to 34	50%	15%		13%	11%
	35 to 49	62%		8%	2%	9%
	50 to 64	26%		15%	2%	3%
	65 and older	54%	0%	29%		4%
Gender of Respondent	Men	43%	0%	3%	1%	10%
	Women	52%	23%	15%	20%	4%
Level of Education	High school or less	36%				
	Tech school/Some college	62%	21%	10%	21%	13%
	College graduate	52%	5%	15%	5%	14%
	Postgraduate work	22%	7%	17%	0%	13%
Region of State	Central/Lakes	56%	3%	3%	0%	19%
	Connecticut Valley	43%		40%	9%	14%
	Manchester Area	58%		5%		11%
	Mass Border	37%	18%	8%	16%	2%
	North Country	61%		6%		2%
	Seacoast	44%	0%	3%	3%	3%
Children in Household	Children in household	40%	0%	8%	5%	3%
	No children in household	47%	10%	7%	8%	9%
Household Income	Less than \$45,000	59%		25%		21%
	\$45,000 - \$74,999	42%	0%	18%		2%
	\$75,000 - \$99,999	78%	4%	2%	0%	1%
	\$100,000 - \$149,999	24%		5%	2%	2%
	\$150,000 or more	32%		3%		5%
2020 Presidential Vote	Voted for Trump	63%		2%		1%
	Voted for Biden	36%	13%	10%	12%	12%
	Voted for other 2020 candidate	49%		2%		
	Did not vote in 2020	93%		14%		

Why Likely to Leave New Hampshire in Next Five Years

		<u>New adventure/More excitement</u>	<u>Retirement</u>	<u>Starting a new job</u>	<u>Want a different climate</u>	<u>N</u>
STATEWIDE	July 2021	37%	15%	22%	44%	244
Voting Registration	Registered Democrat	59%	31%	47%	60%	58
	Registered Undeclared/Not Reg.	35%	9%	8%	45%	148
	Registered Republican	6%	15%	47%	20%	30
Party ID	Democrat	39%	16%	27%	36%	123
	Independent	11%	27%	0%	32%	29
	Republican	43%	9%	24%	60%	89
Ideology	Liberal	64%	16%	40%	53%	69
	Moderate	33%	14%	8%	48%	122
	Conservative	12%	15%	36%	26%	48
Media Usage	Boston Globe reader	7%	11%	58%	6%	21
	Conservative radio listener	22%	17%	26%	38%	28
	Fox News viewer	10%	23%	7%	26%	40
	Local newspapers reader	13%	30%	42%	17%	41
	NHPR listener	49%	23%	41%	48%	88
	Union Leader reader	1%	33%	44%	19%	31
	WMUR viewer	44%	25%	29%	47%	117
Age of Respondent	18 to 34	49%		30%	43%	133
	35 to 49	48%	13%	48%	58%	27
	50 to 64	16%	43%	1%	48%	60
	65 and older	7%	28%		26%	23
Gender of Respondent	Men	33%	10%	17%	44%	155
	Women	45%	24%	32%	45%	88
Level of Education	High school or less	38%	11%		48%	98
	Tech school/Some college	49%	12%	47%	58%	81
	College graduate	20%	27%	21%	23%	42
	Postgraduate work	24%	20%	32%	18%	24
Region of State	Central/Lakes	66%	13%	19%	70%	57
	Connecticut Valley	2%	26%	33%	17%	12
	Manchester Area	41%	16%	7%	73%	32
	Mass Border	25%	11%	27%	31%	106
	North Country	11%	1%	17%	2%	8
	Seacoast	42%	27%	26%	31%	29
Children in Household	Children in household	22%	31%	25%	38%	35
	No children in household	40%	12%	22%	45%	209
Household Income	Less than \$45,000	53%	4%	40%	33%	21
	\$45,000 - \$74,999	43%	43%	18%	65%	28
	\$75,000 - \$99,999	58%	4%	1%	61%	52
	\$100,000 - \$149,999	21%	16%	10%	20%	80
	\$150,000 or more	12%	23%		70%	19
2020 Presidential Vote	Voted for Trump	47%	9%	11%	66%	81
	Voted for Biden	33%	19%	29%	34%	156
	Voted for other 2020 candidate	4%	1%	4%	80%	2
	Did not vote in 2020	7%			7%	2

Where Most Likely to Move if Left New Hampshire

		<u>Mid-Atlantic</u>	<u>Midwest</u>	<u>Connecticut</u>	<u>Maine</u>	<u>Massachusetts</u>
STATEWIDE	July 2021	2%	5%	1%	20%	13%
Voting Registration	Registered Democrat	3%	1%	1%	15%	19%
	Registered Undeclared/Not Reg.	2%	10%	0%	16%	17%
	Registered Republican	0%	1%	1%	31%	2%
Party ID	Democrat	2%	2%	1%	13%	27%
	Independent	3%	2%	0%	28%	4%
	Republican	0%	10%	1%	24%	1%
Ideology	Liberal	3%	1%	1%	13%	21%
	Moderate	2%	11%	1%	19%	17%
	Conservative	0%	1%	0%	27%	0%
Media Usage	Boston Globe reader	1%	2%	2%	11%	16%
	Conservative radio listener	3%	3%	1%	20%	2%
	Fox News viewer	1%	3%	2%	25%	3%
	Local newspapers reader	3%	4%	2%	10%	8%
	NHPR listener	3%	2%	2%	21%	11%
	Union Leader reader	1%	1%	3%	11%	8%
	WMUR viewer	1%	2%	1%	16%	9%
Age of Respondent	18 to 34	1%	12%	1%	6%	34%
	35 to 49	1%	2%	1%	42%	3%
	50 to 64	2%	3%	0%	18%	5%
	65 and older	3%	2%	2%	20%	6%
Gender of Respondent	Men	1%	9%	1%	13%	14%
	Women	2%	2%	1%	27%	11%
Level of Education	High school or less	1%	10%		30%	15%
	Tech school/Some college	1%	2%	1%	13%	8%
	College graduate	3%	3%	3%	14%	14%
	Postgraduate work	4%	2%	1%	16%	16%
Region of State	Central/Lakes	1%	21%	0%	9%	6%
	Connecticut Valley	1%	1%	0%	44%	6%
	Manchester Area	1%	2%	1%	19%	7%
	Mass Border	2%	1%	2%	13%	28%
	North Country	0%	1%	2%	19%	7%
	Seacoast	5%	3%	0%	23%	6%
Children in Household	Children in household	1%	1%	1%	37%	5%
	No children in household	2%	7%	1%	13%	16%
Household Income	Less than \$45,000	3%	0%	0%	37%	7%
	\$45,000 - \$74,999	1%	4%		23%	6%
	\$75,000 - \$99,999	1%	23%	1%	4%	8%
	\$100,000 - \$149,999	3%	2%	0%	13%	26%
	\$150,000 or more	1%	1%	0%	39%	9%
2020 Presidential Vote	Voted for Trump	0%	10%	1%	29%	0%
	Voted for Biden	2%	2%	1%	13%	23%
	Voted for other 2020 candidate	26%		1%	1%	0%
	Did not vote in 2020	1%		1%	22%	23%

Where Most Likely to Move if Left New Hampshire

		<u>Outside the U.S</u>	<u>South & Caribbean Territories</u>	<u>West & Pacific</u>	<u>Rhode Island</u>	<u>Vermont</u>	<u>N</u>
STATEWIDE	July 2021	7%	27%	14%	2%	9%	897
Voting Registration	Registered Democrat	14%	20%	8%	8%	10%	245
	Registered Undeclared/Not Reg.	7%	26%	13%	0%	9%	369
	Registered Republican	0%	35%	21%	1%	7%	258
Party ID	Democrat	11%	19%	8%	5%	11%	376
	Independent	13%	26%	14%	0%	8%	135
	Republican	1%	36%	19%	0%	8%	380
Ideology	Liberal	16%	19%	5%	8%	11%	234
	Moderate	6%	22%	14%	0%	8%	366
	Conservative	1%	41%	20%	1%	8%	279
Media Usage	Boston Globe reader	13%	40%	3%	1%	10%	64
	Conservative radio listener	1%	38%	29%	0%	4%	206
	Fox News viewer	3%	35%	21%	1%	5%	212
	Local newspapers reader	5%	42%	8%	1%	17%	126
	NHPR listener	11%	23%	19%	1%	8%	444
	Union Leader reader	4%	37%	12%	18%	5%	102
	WMUR viewer	8%	31%	16%	4%	11%	543
Age of Respondent	18 to 34	14%	18%	3%	7%	4%	242
	35 to 49	6%	22%	18%	1%	5%	185
	50 to 64	3%	39%	19%		11%	290
	65 and older	6%	26%	18%	1%	16%	178
Gender of Respondent	Men	5%	32%	16%	1%	8%	430
	Women	9%	23%	12%	4%	9%	449
Level of Education	High school or less		18%	17%		9%	324
	Tech school/Some college	11%	40%	12%	7%	6%	276
	College graduate	11%	28%	15%	1%	9%	182
	Postgraduate work	10%	22%	12%	1%	15%	115
Region of State	Central/Lakes	1%	32%	19%		9%	166
	Connecticut Valley	2%	12%	10%	1%	23%	145
	Manchester Area	7%	30%	17%	12%	5%	147
	Mass Border	15%	29%	8%	1%	3%	262
	North Country	3%	19%	45%		4%	63
	Seacoast	7%	38%	5%	1%	12%	114
Children in Household	Children in household	5%	24%	15%	7%	3%	266
	No children in household	8%	29%	14%	1%	11%	629
Household Income	Less than \$45,000	6%	16%	12%	11%	8%	176
	\$45,000 - \$74,999	3%	39%	12%		12%	156
	\$75,000 - \$99,999	3%	29%	18%	0%	14%	141
	\$100,000 - \$149,999	9%	28%	12%	1%	6%	189
	\$150,000 or more	4%	28%	11%		7%	77
2020 Presidential Vote	Voted for Trump	0%	34%	18%	0%	7%	397
	Voted for Biden	12%	23%	9%	5%	10%	460
	Voted for other 2020 candidate	17%	23%	26%		7%	14
	Did not vote in 2020		12%	15%		26%	21